

## Message Text

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ORIGIN AGR-10

INFO OCT-01 AF-08 NEA-10 ISO-00 EB-07 COME-00 /036 R

DRAFTED BY ETSD:DSHEPPARD:JR

APPROVED BY EB/OCA/CM:LAKLIEFORTH

NEA/RA:DTMORRISON

NEA/AFN:WWEISLOGEL

NEA/ARN:TCAROLAN

NEA/ARP:FDICKMAN

NEA/EGY:GBEYER

NEA/IRN:CNAAS

AGR/FMD:JCFOLTZ

COMM/CAGNE:JHALDANE (PHONE)

AGR/ETSD:NAKLEMEYN

AGR/ETSD:WDOBBINS

P&E:VHARNESS

B&A:RCANNON

AO:TFREEMAN

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R 202336Z JUL 76

FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY AMMAN

USINT BAGHDAD

AMEMBASSY CAIRO

AMCONSUL DHAHRAN

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY JIDDA

AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY RABAT

AMEMBASSY SANA

AMEMBASSY TEHRAN

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

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E.O. 11652: N/A

TAGS: BEXP, EAGR

SUBJECT: UPDATING TRADE LIST OF FOOD IMPORTERS FOR USDA/FAS  
TRADE OPPORTUNITY REFERRAL SYSTEM (TORS) AND BRINGING NEW  
COUNTRIES IN MIDDLE EAST AND NORTH AFRICA UNDER PROGRAM

1. ON RECENT TRIP TO MIDDLE EAST, D. SHEPPARD, FOREIGN  
AGRICULTURAL SERVICE (FAS) M.E. TRADE DEVELOPMENT OFFICER,  
DISCUSSED THE UPDATING OF USDA/FAS'S TORS LIST OF FOOD  
IMPORTERS WITH COMMERCIAL OFFICERS IN JIDDA, DHAHRAN,  
MANAMA, KUWAIT AND DUBAI. EACH POST AGREED TO ASSIST FAS  
IN THIS UNDERTAKING. TO SEVERAL POSTS IN ARABIAN GULF NOT  
VISITED, HE SENT LETTERS EXPLAINING PURPOSE AND OBJECTIVE  
OF UPDATING THE TORS LIST FOR EACH COUNTRY.

2. THE TORS CONTAINS A LIST OF NAMES, ADDRESSES, PHONE  
NUMBERS, CABLE ADDRESSES, TELEXES OF PRINCIPAL FOOD  
IMPORTERS, SUPERMARKETS, CATERERS, GOVERNMENT FOOD BUYING  
AGENCIES, INSTITUTIONAL BUYERS, ETC., IN EACH COUNTRY AND  
PRODUCTS THEY ARE INTERESTED IN IMPORTING. UNDER THE TORS,  
FOREIGN BUYERS CAN CONTACT OUR AGRICULTURAL ATTACHES OR  
COMMERCIAL OFFICERS AND PROVIDE INFORMATION ON FOOD AND  
AGRICULTURAL PRODUCTS THEY WANT TO PURCHASE. THIS INQUIRY  
IS CABLED TO AGR/FAS/W AND DISSEMINATED TO PARTICIPATING  
U.S. FIRMS THROUGH A COMPUTERIZED DIRECT MAIL TRADE  
OPPORTUNITY REFERRAL SERVICE AND WEEKLY TRADE BULLETIN  
CALLED "EXPORT BRIEFS." THESE LISTS ARE ALSO USED AS  
"CONTACT" LISTS FOR EMBASSY OFFICERS IN PROMOTING OTHER  
FAS ACTIVITIES OVERSEAS.

3. POSTS VISITED BY SHEPPARD WERE ASKED TO DETERMINE COST  
OF REVISING CURRENT TORS LISTINGS. THIS WOULD ENTAIL  
POSSIBLE HIRING OF LOCAL PERSON IN EACH AREA, IF FOUND  
NECESSARY, PLUS COST OF TAXIS, ESSENTIAL TRAVEL, COMMUNI-  
CATIONS, POSTAGE, TYPING, ETC., AND TO HAVE SUCH DATA  
AVAILABLE WHEN REQUESTED BY FAS. WE ARE NOW CONSIDERING  
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GOING AHEAD WITH THIS UPDATING PROJECT BUT FAS/W WOULD  
APPRECIATE RECEIVING YOUR COST ESTIMATES ASAP BEFORE  
FINALIZING ACTIVITY.

4. THE GUIDELINES FAS FOLLOWS IN DETERMINING QUALIFIED  
PRINCIPAL IMPORTERS FOR TORS LISTING ARE TO SELECT THOSE  
MERCHANTS WHO IMPORT AT LEAST DOLS. 100,000 WORTH OF FOOD  
AND OTHER AGRICULTURAL PRODUCTS ANNUALLY FROM ALL SOURCES.

A WTDR, BANK REFERENCE, OR OTHER INDICATION OF RELIABILITY OF FIRM SHOULD BE INDICATED.

5. TO KUWAIT, MANAMA, JIDDA, DHAHRAN: UNOBLIGATED FUNDS AVAILABLE IN FY 1976 COUNTRY PROJECT STATEMENTS (REF. CPS'S TRANSMITTED BY LETTERS TO BAHRAIN 7/25/75; SAUDI ARABIA 8/1/75; KUWAIT 1/19/76) FOR PLANNED POP'S AND FUNDS NOT EXPENDED ON FAS FOOD EXHIBIT IN KUWAIT COULD BE UTILIZED TO COVER COST OF TORS UPDATING.

6. TO OTHER POSTS NEW TO TORS PROGRAM: WOULD APPRECIATE KNOWING OF YOUR AVAILABILITY TO UNDERTAKE THIS ACTIVITY. IF WILLING, PLEASE PREPARE COST ESTIMATES FOR YOUR COUNTRY BY INCLUDING DATA SHOWN IN ITEM 2 ABOVE AND LISTING THE MAIN FOOD ITEMS IMPORTED FOR EACH COMPANY. TRANSMIT COST INFORMATION BY COUNTRY TO USDA/FAS/W ASAP. ALSO CONSIDER GUIDELINES MENTIONED IN ITEM 4 ABOVE. AFTER WE RECEIVE AND ANALYZE COST DATA AND DETERMINATION IS MADE TO UNDERTAKE THIS ACTIVITY, YOU WILL BE ADVISED ON FUNDING.

7. DAN SHEPPARD CURRENTLY PLANNING TRAVEL TO MIDDLE EAST ON OTHER FAS ACTIVITIES IN FALL 1976 AND, TIME PERMITTING, COULD DISCUSS THE ABOVE WITH THOSE POSTS RESPONDING AFFIRMATIVELY ON QUESTION AVAILABILITY OF EMBASSY SUPPORT. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
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**Copy:** SINGLE  
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**TAGS:** BEXP, EAGR, TC  
**To:** ABU DHABI MULTIPLE  
**Type:** TE  
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